



**2010**  
**Media Guide**

*EuroHeat&Power International*

**Marketing  
Platform for the  
International  
District Heating and  
Cogeneration Industry**

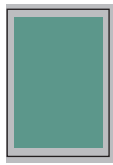
Issue	Featured Topics Other Main Topics	Bonus Distribution	Closing Date
<b>I/10</b> 15.03.	<p><u>Special Trade Fair Issue</u></p> <p><b>District Heating Trade Fair 2010 in Karlsruhe/Germany</b></p> <p><b>Pipeline Construction, Piping Systems, Network Operation</b> Pre-insulated pipe systems, flexible pipe systems, leakage detection, pressure maintenance, network simulation, asset management, quality management, instrumentation and control technology</p> <p><b>Heat/Cold Metering</b> Heat meters, temperature sensors, heat cost allocators, remote metering, IT solutions</p> <p><b>Emissions Trading</b> IT solutions, carbon management, trading, JI/CDM</p>	<p>Russia Power 2010 24.–26.03.2010, Moscow (RUS)</p> <p>SHK Brno 13.–17.04.2010 in Brno (CZ)</p> <p>Hanover Trade Fair – Energy 2010 19.–23.04.2010 in Hanover (D)</p> <p>Hanover Trade Fair – Power Plant Technology 2010 19.–23.04.2010 in Hanover (D)</p> <p>SHK Moscow 20.–23.04.2010 in Moscow (RUS)</p> <p>German District Heating Trade Fair 2010 27.–29.04.2010 in Karlsruhe (D)</p> <p>Enkon dezentral 2010 27.–29.04.2010 in Karlsruhe (D)</p> <p>European Bioenergy Conference &amp; RENEXPO Bioenergy EUROPE 28.–29.04.2010 Brussels (B)</p> <p>Smart Metering Central &amp; Eastern Europe 2010 April 2010 in Prague (CZ)</p> <p>Czech District Heating Days 2010 April 2010 in Hradec Králové (CZ)</p> <p>Romtherm 2010 11.–15.05. 2010 in Bucharest (RO)</p>	<b>26.02.</b>
<b>II/10</b> 31.05.	<p><u>Special Conference Issue</u></p> <p><b>Euroheat &amp; Power Conference 2010 and Cogen Europe Conference 2010</b></p> <p><b>Power Plant Technology, Heat Generation, Cogeneration</b> Gas turbines, steam turbines, boiler systems, fuel treatment, heat exchanger, pump systems, flue gas cleaning, instrumentation and control technology, IT solutions</p> <p><b>Project Financing</b> Financing, JI/CDM, projects</p> <p><b>Consumer Installations, Heat Substations</b> Heat substations, heat storage tanks, hot water generation, heat exchanger, pressure maintenance, water conditioning, instrumentation and control technology</p>	<p>Boilers and Burners 2010 25.–28.05.2010 in St. Petersburg (RUS)</p> <p>CARBON EXPO 2010 26.–28.05.2010 in Cologne (D)</p> <p>Euroheat &amp; Power Conference 2010 02.06.2010 in Brussels (B)</p> <p>Cogen Europe Conference 2010 02.06.2010 in Brussels (B)</p> <p>Power-Gen Europe 2010 08.–10.6.2010 in Amsterdam (NL)</p>	<b>14.05.</b>
<b>III/10</b> 30.08.	<p><b>Heat/Cold Metering, Billing</b> Heat meters, temperature sensors, heat cost allocators, remote metering, billing</p> <p><b>Distributed Cogeneration</b> Micro gas turbines, fuel cells, small-scale CHP, stirling engines</p> <p><b>District Cooling</b> Absorption chillers, compression chillers, cold storage, cold distribution</p>	<p>Metering, Billing / CRM Europe 2010 15.10.2010 in Barcelona (E)</p> <p>ENERGIA 2010 26.–28.10.2010 in Tampere (FIN)</p>	<b>13.08.</b>
<b>IV/10</b> 15.11.	<p><b>Consumer Installations, Heat Substations</b> Heat substations, heat storage tanks, hot water generation, heat exchanger, pressure maintenance, water conditioning, instrumentation and control technology</p> <p><b>Renewable Energies</b> Biomass, biogas, geothermal energy, solar thermal energy</p> <p><b>Rehabilitation of District Heating Networks</b> Rehabilitation technologies, projects, experiences</p>		<b>29.10.</b>

**Regular Columns in Every Issue:** Energy News (Brussels News, News from Euroheat & Power, Energy Markets, Events, Publications), Industry News (New Products/Technologies, Company Information)

**Regular Features in Every Issue:** Energy Policy, Energy Market, Energy Legislation, Energy Service/Contracting, Renewable Energies, Power Plant Technology, Cogeneration, District Heating, Heat Transport and Distribution, Consumer Installations, Heat Substations, Heat Metering/Billing

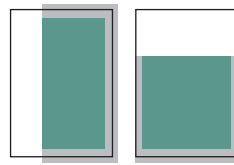
## Advertising Specifications and Advertising Rates

(Specifications: width x depth in mm; Rates: basic price b&w and 2-, 3- and 4-colour surcharges)



**1/1 Page**  
Type area: 185 x 268  
With bleed<sup>2</sup>: 213 x 303

Basic price (b&w)	2c	3c	4c
1,795.00 €	310.00 €	620.00 €	930.00 €



**2/3 Page (vertical)**  
Type area: 120 x 268  
With bleed<sup>2</sup>: 135 x 303

**2/3 Page (horizontal)**  
Type area: 185 x 178  
With bleed<sup>2</sup>: 213 x 195

Basic price (b&w)	2c	3c	4c
1,465.00 €	240.00 €	480.00 €	720.00 €



**Junior Page**  
Type area: 128 x 180

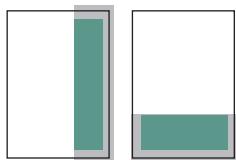
Basic price (b&w)	2c	3c	4c
1,250.00 €	240.00 €	480.00 €	720.00 €



**1/2 Page (vertical)**  
Type area: 90 x 268  
With bleed<sup>2</sup>: 106 x 303

**1/2 Page (horizontal)**  
Type area: 185 x 132  
With bleed<sup>2</sup>: 213 x 150

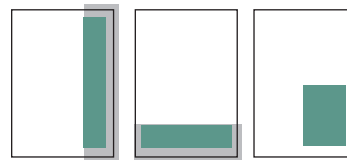
Basic price (b&w)	2c	3c	4c
995.00 €	240.00 €	480.00 €	720.00 €



**1/3 Page (vertical)**  
Type area: 60 x 268  
With bleed<sup>2</sup>: 76 x 303

**1/3 Page (horizontal)**  
Type area: 185 x 88  
With bleed<sup>2</sup>: 213 x 106

Basic price (b&w)	2c	3c	4c
845.00 €	200.00 €	400.00 €	600.00 €

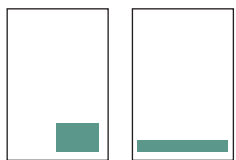


**1/4 Page (vertical, 1 column)**  
Type area: 42 x 268  
With bleed<sup>2</sup>: 58 x 303

**1/4 Page (horizontal)**  
Type area: 185 x 66  
With bleed<sup>2</sup>: 213 x 84

**1/4 Page (vertical, 2 column)**  
Type area: 90 x 132

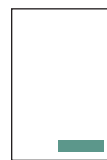
Basic price (b&w)	2c	3c	4c
570.00 €	200.00 €	400.00 €	600.00 €



**1/8 Page (vertical)**  
Type area: 90 x 66

**1/8 Page (horizontal)**  
Type area: 185 x 32

Basic price (b&w)	2c	3c	4c
335.00 €	200.00 €	400.00 €	600.00 €



**1/16 Page (horizontal)**  
Type area: 90 x 32

Basic price (b&w)	2c	3c	4c
220.00 €	100.00 €	200.00 €	300.00 €

<sup>2</sup> Please note! The formats with bleed all include 3 mm trimming allowance on the outer edges.

### Cover Page, Inside Front/Back Cover, Back Cover

#### Cover Page Advertisement

(4-colour only, no right of cancellation)

Total price: 3,290.00 €

Basic price b&w (subject to discount): 2,360.00 €

4-colour surcharge (not subject to discount): 930.00 €

Scope of delivery:

- Cover page: Full colour image;  
Format: 146 mm (including 3 mm bleed to the right) x 206 mm (width x depth);

- Advertisement next to Contents (page 4):  
Format: 89 mm x 243 mm (width x depth)

#### Inside Front Cover, Back Cover

Basic price b&w (subject to discount) 2,180.00 €

#### Inside Back Cover

Basic price b&w (subject to discount) 1,795.00 €

Millimeter price: 2.30 €

### Colour Surcharge (not subject to discount)

Additional colours from 4-colour European scale: see above

Each special colour (HKS, Pantone): 600.00 €

### Discounts within a Contract Year

2 Ads: 5 %; 3 Ads: 10 %; 4 Ads: 20 %;

### Space Surcharge (not subject to discount)

For commitment to reserve a particular space or a particular page for placement or part-page advertisements in the editorial text: 10 % space surcharge. Reservation of a particular space without payment of space surcharge is not binding on the publishers.

### Trimming Surcharge

Trimming surcharge is not charged.

### Printing Process

Offset  
Screen: 54 or 60  
Book binding process: wire stapling

### Printing Documents

Digital data: See checklist on page 4

### Magazine Format

Format:  
DIN A4, 210 mm wide, 297 mm high  
Type area:  
185 mm wide x 268 mm high, 4 columns, each 42 mm in width

# Checklist for Data Transmission **2010**

Please complete the Checklist in Block Letters and send it by Fax (+49 6621 161-555) or by Mail to:

Hoehl-Druck  
Medien + Service GmbH  
Gutenbergstrasse 1  
36251 Bad Hersfeld  
Germany  
Phone: +49 6621 161-500  
Fax: +49 6621 161-555

## Your Contact Persons:

Mr. Hebeler  
Phone: +49 6621 161-510  
Mr. Bickel / Mr. Buhles,  
Phone: +49 6621 161-610

## Printout of the File

- By Mail (b&w)     By Mail (Coloured)  
 By Fax             By E-Mail (Low-Resolution PDF)

Advertising Client \_\_\_\_\_

Magazine/Issue \_\_\_\_\_

File/Folder Name \_\_\_\_\_

(According to Order Specification, not more than 27 Characters)

File Size (in MB) \_\_\_\_\_

Date of Transmission (Day/Month) \_\_\_\_\_

Time of Transmission \_\_\_\_\_

## Data Compression

- No  
 Yes (Technique/Format) \_\_\_\_\_

## System Software: MAC/OS

### Software:

QuarkXPress    ...7x     ...8x

Adobe Illustrator    ...CS3     ...CS4

Adobe Photoshop    ...CS3     ...CS4

Adobe Indesign    ...CS3     ...CS4

Adobe Acrobat    ...8x     ...9x

Open File Source:     with Illustrations and Fonts

Data export (EPS, PDF, TIF, BMP, etc.)   
with integrated Fonts

Preferred Form of Data: PDF (Version 1.4)

## Data Transmission via Leonardo

### Transmission Software:

Leonardo XL (2-Kanal 128 KB)

Number: +49 66 21 / 161- 666

## Data Transmission via FTP

### FTP Access

Server: ftp.hoehl-druck.de

User Name (Benutzer): Akzidenz

Password (Kennwort): bd19tj

E-Mail (max. File Size: 10 MB)  
E-Mail: ew-online@hoehl-druck.de

Data Format b&w

Data Format with Special Colour (HKS, Pantone)

HKS

Pantone

Data Format in 4-Colour European Scale

Fonts (Type Style) attached or

Fonts (Type Style) transferred in Vector Artworks

Illustrations (EPS, TIF, BMP...) attached or

Illustrations (EPS, TIF, BMP...) integrated in Dokument

**Please Note:** For EPS, PDF, JPG, TIF, BMP Files a Minimum Resolution of 800 dpi (Bitmap) or 300 dpi (b&w, 4-Colour Mode) is necessary!

Follow our Slogan

»Someone who cuts his own path,  
can't be overtaken by others.«

(Marlon Brando)

The Network of the *EuroHeat&Power* Publications follows the Developments in the Cogeneration and District Heating & Cooling Markets

## Leading in Global and National Markets

of Cogeneration, District Heating & District Cooling,

the *EuroHeat&Power* Publications are **the only** Trade Magazines covering the whole Process Chain of the Industry, from

Power Plant Technologies, Pipe-Laying, Network Construction/Operation, Heat Substations, Heat Metering and Accounting.

### The following Marketing-Platforms of *EuroHeat&Power* are available:

#### For Global Players

##### ➔ *EuroHeat&Power International*

**Frequency:** 4 issues per year | **Language:** English | **Circulation:** 4,000 Copies | **Distribution:** in 24 Countries, Western / Eastern European Countries, Canada, USA, Russia, Japan, Korea, etc.

#### For Local Players

in traditional and expanding economies

##### ➔ *EuroHeat&Power Germany*

**Frequency:** 12 issues per year | **Language:** German | **Circulation:** 1,710 Copies | **Coverage:** 8,550 qualified Contacts (5 Readers per Copy according to Reader Survey) | **Distribution:** Germany, Austria, Switzerland

##### ➔ *EuroHeat&Power Romania*

**Frequency:** 2 issues per year | **Language:** Romanian | **Circulation:** 1,500 Copies | **Distribution:** Romania

##### ➔ **Export Guide: *EuroHeat&Power Russia***

**Frequency:** 2 issues per year | **Language:** Russian | **Circulation:** 2,000 Copies | **Distribution:** Russia, Ukraine, Kazakhstan

##### ➔ **Export Guide: *EuroHeat&Power China***

**Frequency:** 2 issues per year | **Language:** Chinese | **Circulation:** 4,000 Copies | **Distribution:** China



# Special PR-Advertising Offer!

For a better and more informative introduction of your company, your services and your products we offer:

## 1/1 Page Company Profile (4c)

Type area: 185 x 268 mm  
Text-length: 3,800 signs (with blanks, without illustrations)

Fixed Price: 1,900 €  
(not subject to discount)

## 1/2 Page Company Profile (4c)

Type area: 185 x 132 mm  
Text-length: 2,100 signs (with blanks, without illustrations)

Fixed Price: 1,100 €  
(not subject to discount)

**District heating units that are both customer-designed and standardised. How does that add up, Cetetherm?**

The world's foremost manufacturer of district heating systems, Cetetherm, is proficient in the art of tailoring district heating units, according to the very specific requirements of customers, using standard components. Customers are offered prefabricated units, with an advanced custom-made design. This complete 'package' bears all guarantees and CE labelling before it has even left the factory.

Who has been building generalised district heating systems for a long time recognises the advantages of the Cetetherm system. One of the advantages of this is the proven ability to be adapted to the local conditions. Cetetherm's modular design allows for the most diverse heat requirements that arise in an area with high advanced requirements. The modular design allows us to combine all the individual components to produce an absolutely dimensioned, built and tested unit that meets the specific conditions, permits and norms. We supply our customers with the complete 'package' that

is given in a CE label of approval from our factory. This guarantees that the components have been tested. It will function perfectly and have passed all production standards. CE marking is issued for units up to 2500 kW. As a result, we have been made a first choice for the most diverse heat requirements that arise in an area with high advanced requirements. The modular design allows us to combine all the individual components to produce an absolutely dimensioned, built and tested unit that meets the specific conditions, permits and norms. We supply our customers with the complete 'package' that

will be building the world's most advanced solutions into the modern market. One of the advantages of this is the proven ability to be adapted to the local conditions. Cetetherm's modular design allows for the most diverse heat requirements that arise in an area with high advanced requirements. The modular design allows us to combine all the individual components to produce an absolutely dimensioned, built and tested unit that meets the specific conditions, permits and norms. We supply our customers with the complete 'package' that

is given in a CE label of approval from our factory. This guarantees that the components have been tested. It will function perfectly and have passed all production standards. CE marking is issued for units up to 2500 kW. As a result, we have been made a first choice for the most diverse heat requirements that arise in an area with high advanced requirements. The modular design allows us to combine all the individual components to produce an absolutely dimensioned, built and tested unit that meets the specific conditions, permits and norms. We supply our customers with the complete 'package' that




**Cetetherm**

**The Firm Foundation for PREVEK Success Was Laid As Early As 1955**

The firm foundation for PREVEK success was laid almost half a century ago and over the years, we have learnt from experience the importance of solid foundations for our products. Our production concentration mainly on PREVEK products and packages for the backfill industry in 2007, our turnover was approx. 11 million euros and at present, we have a staff of 110 employees.

**Our Product Selection**

PREVEK products are our biggest product group. Prevek is, in essence, the leading manufacturer of bags for backfill units in Scandinavia. Prevek introduced spacers in this range of products in the early 1990s and they are marketed together with PREVEK products.

**Spacers**


In addition to ordinary spacers covering 400 different sizes in four customer classes, we have specialised in backfill spacers. Adaptable supports in spacers are another speciality that we have developed over the years. The supports are of various heights, from 50 cm up to 120 cm. These supports are produced in various lengths to the so-called spacer ring to accommodate and reduce. Extra wide supports are also available in order to give larger diameters. Our spacer contribution is supported with stock and efficient taking classes as well as precise level edges of the supports which make it easier to push them in the tubes (Puffmann).

Prevek is equipped with valves for alarm units. These also make it possible to use them for water collection and drainage from DN 20 up to 250 mm. All our spacers and accessories are made of polypropylene which is acid and environmentally friendly material.

**We are flexible and service-oriented**

Prevek gives a high priority to efficiency, quality and price. These values are also reflected in all our dealings. In addition, we are totally committed to constant product development in cooperation with our customers.

**Contact us at PREVEK AB**  
Puffmannstr. 11  
FIN-06600 Naarala, FINLAND  
Tel. +358-6-2018 000  
Fax. +358-6-2018 009  
E-mail: info@prevek.com  
www.prevek.com



# Contact Information

**Germany, Austria, Switzerland**  
EW Medien und Kongresse GmbH  
Kleyerstrasse 88  
60326 Frankfurt am Main  
Germany  
Gerda Stein  
Phone: +49 69 7104687-484  
Fax: +49 69 7104687-451  
E-Mail: gerda.stein@ew-online.de

**Denmark, Sweden, Finland**  
Energi Media  
Isa Kjerkegaard  
Dalbyvej 50  
8722 Hedensted  
Denmark  
Phone: +45 76 74 07 03  
Fax: +45 76 74 08 03  
E-Mail: isa@energimedia.nu  
Internet: www.energimedia.nu

**Romania**  
Cogen Consulting SRL  
Calea lui Traian 151  
240210 Ramnicu Valcea  
Romania  
Ion Dumitrascu  
Phone: +40 250 736 730  
Fax: +40 250 736 717  
E-Mail: cristister@gmail.com

## Special Combination Rate!

1/1 Page Company Profile (4c) +  
1/1 Page Standard Advert (4c)  
Fixed Price: 4,400 €  
(not subject to discount)

1/2 Page Company Profile (4c) +  
1/2 Page Standard Advert (4c)  
Fixed Price: 2,655 €  
(not subject to discount)

# Subscription Order Form (Complete and fax it to +49 69 7104687 451)

- Yes!** I want to start my Subscription to *EuroHeat&Power International* to ensure to receive all 4 Issues in 2010 (Annual Subscription Rate: 83 € + Mailing Expenses)
- Yes!** I am interested to Advertise in *EuroHeat&Power International*. Please send me a Free Copy.

Title (Mr/Mrs) \_\_\_\_\_ Name \_\_\_\_\_ Job Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Post/Zip Code \_\_\_\_\_ City \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Payment Options (please tick the option of your choice)**

a)  Please invoice me at the above address

b)  Credit Card ( Visa  Mastercard )

Card Number \_\_\_\_\_

Expiry Date \_\_\_\_\_

Signature \_\_\_\_\_

Date: \_\_\_\_\_